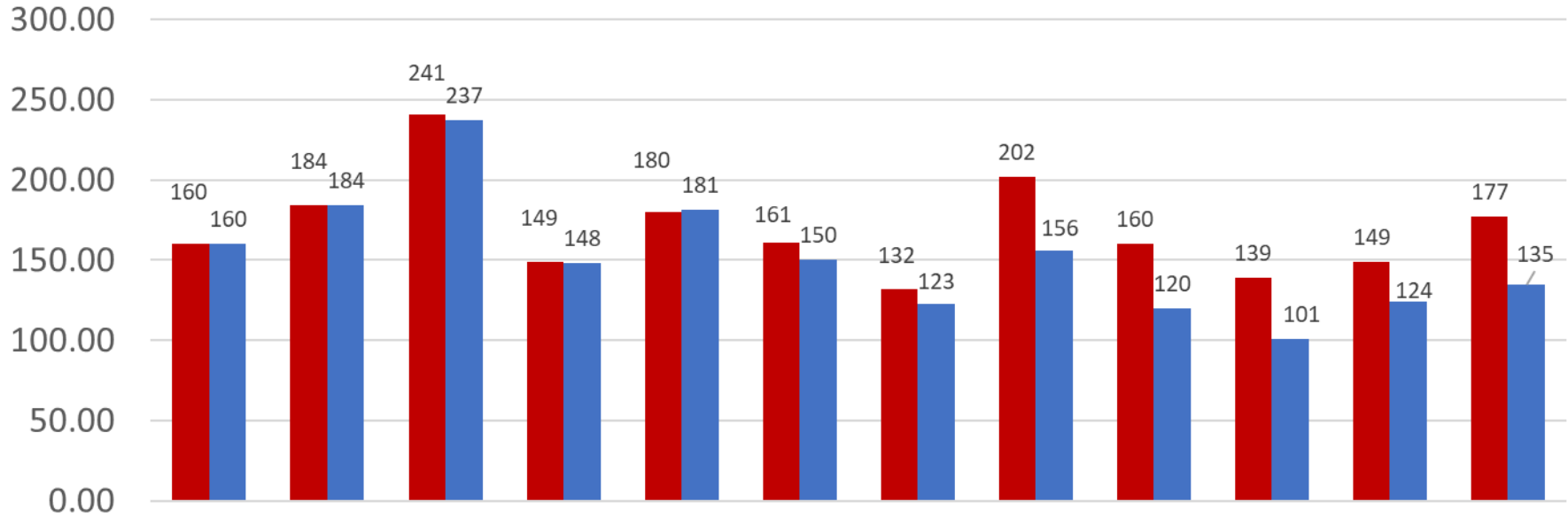


Data viz design tips

David Wakelin, AES Sydney, 2019

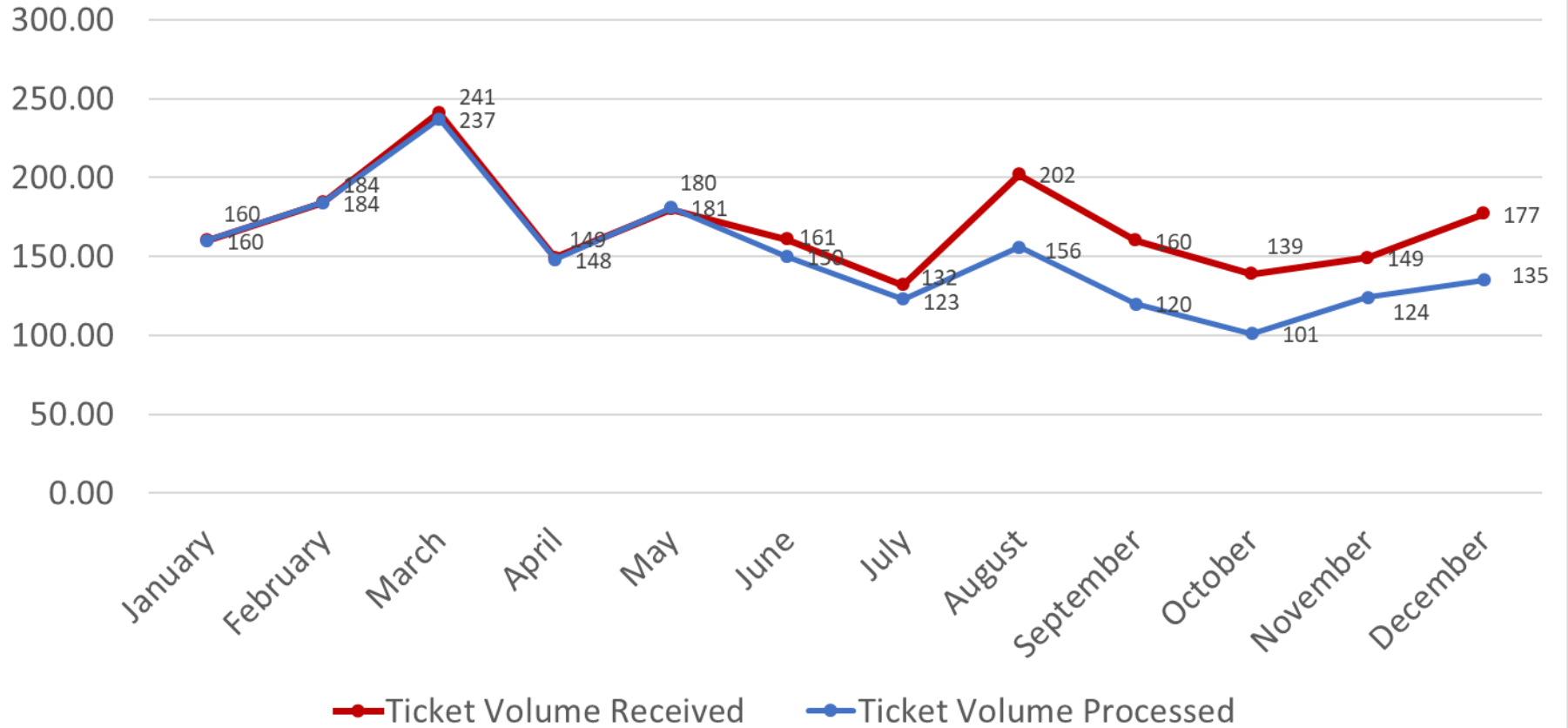
Ticket Trend



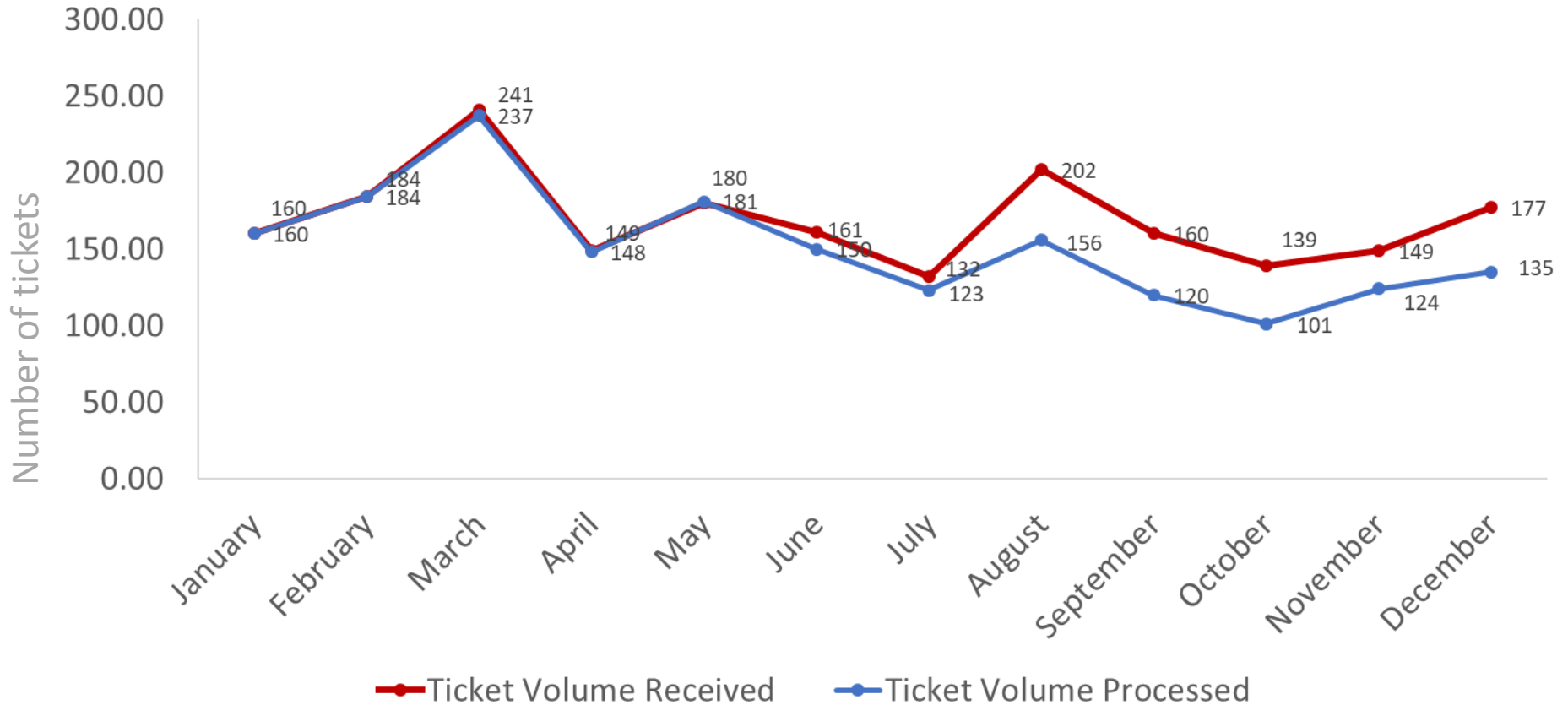
■ Ticket Volume Received ■ Ticket Volume Processed

Clutter is your enemy

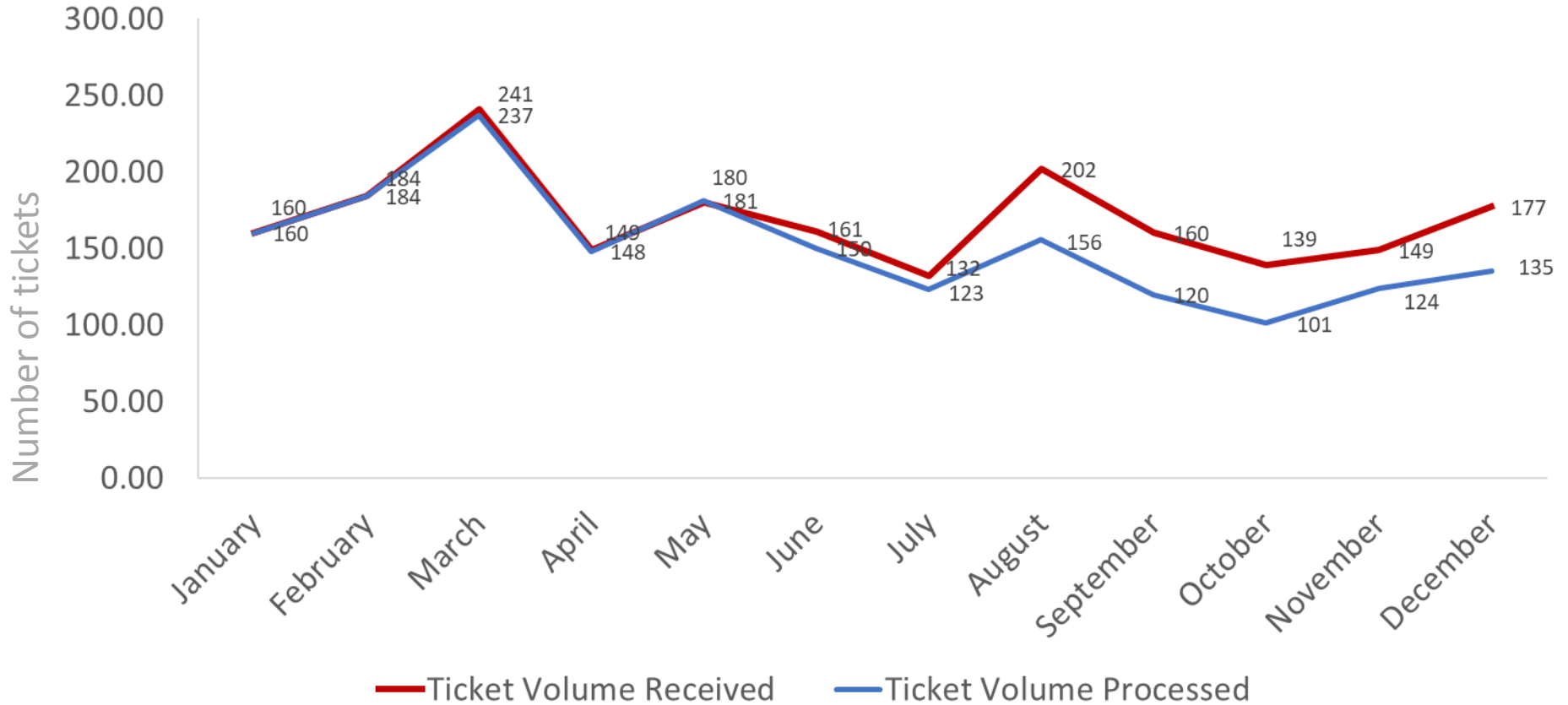
Ticket Trend



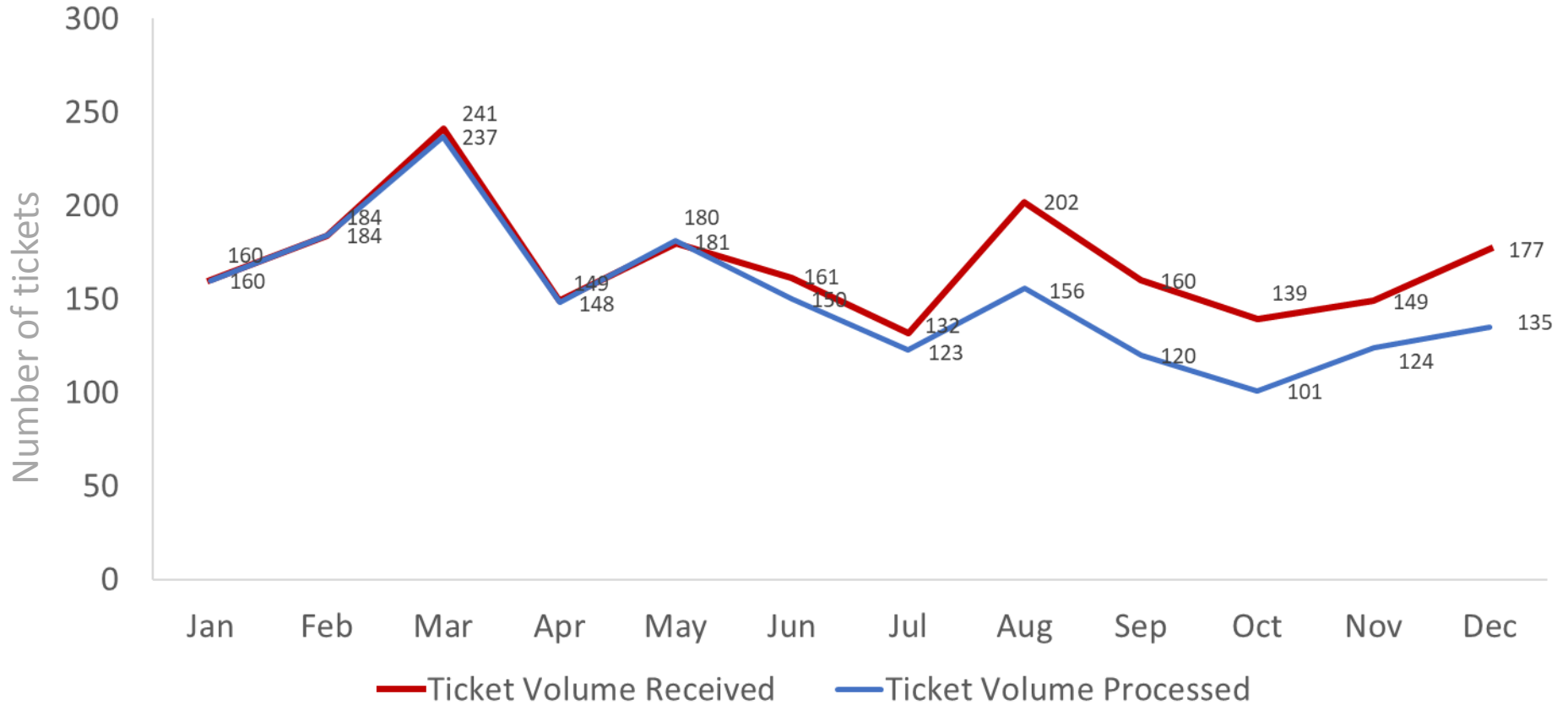
Remove borders and gridlines



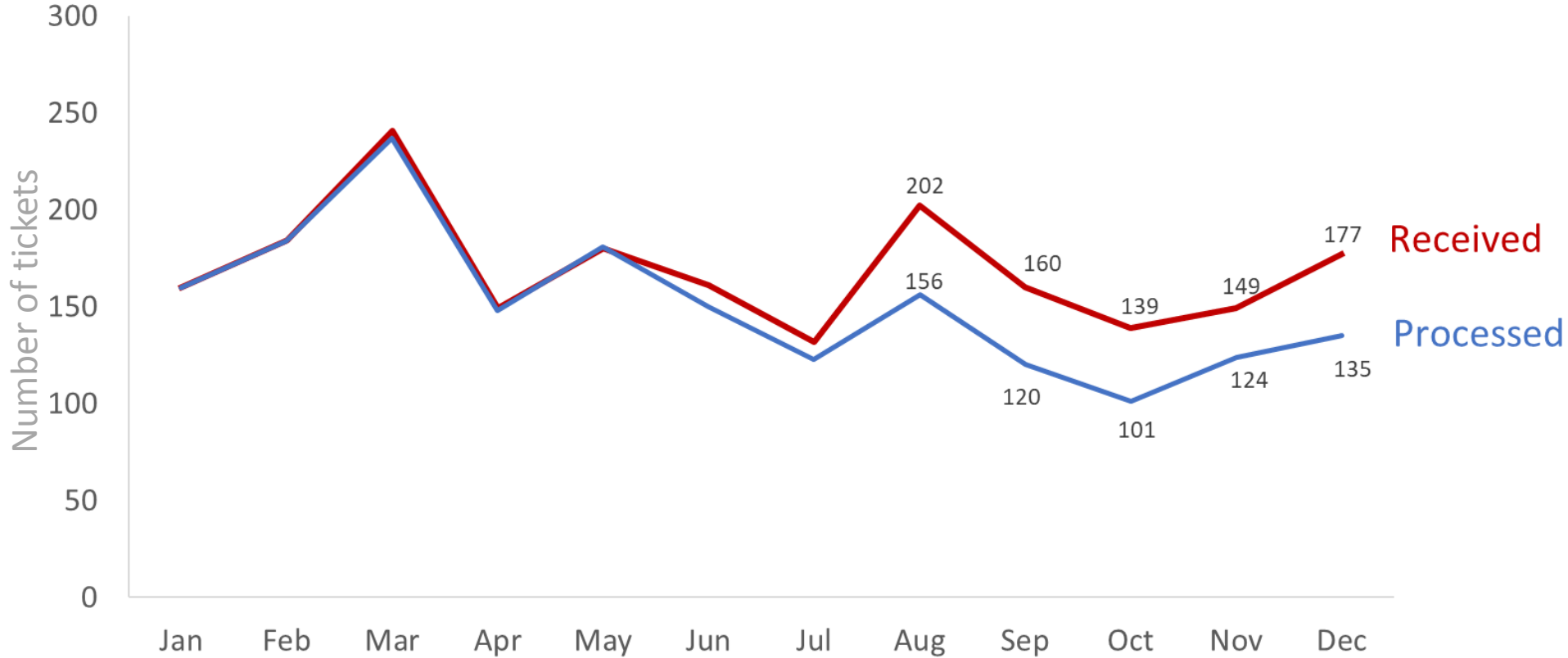
Remove data markers



Review axis labels



Label the data



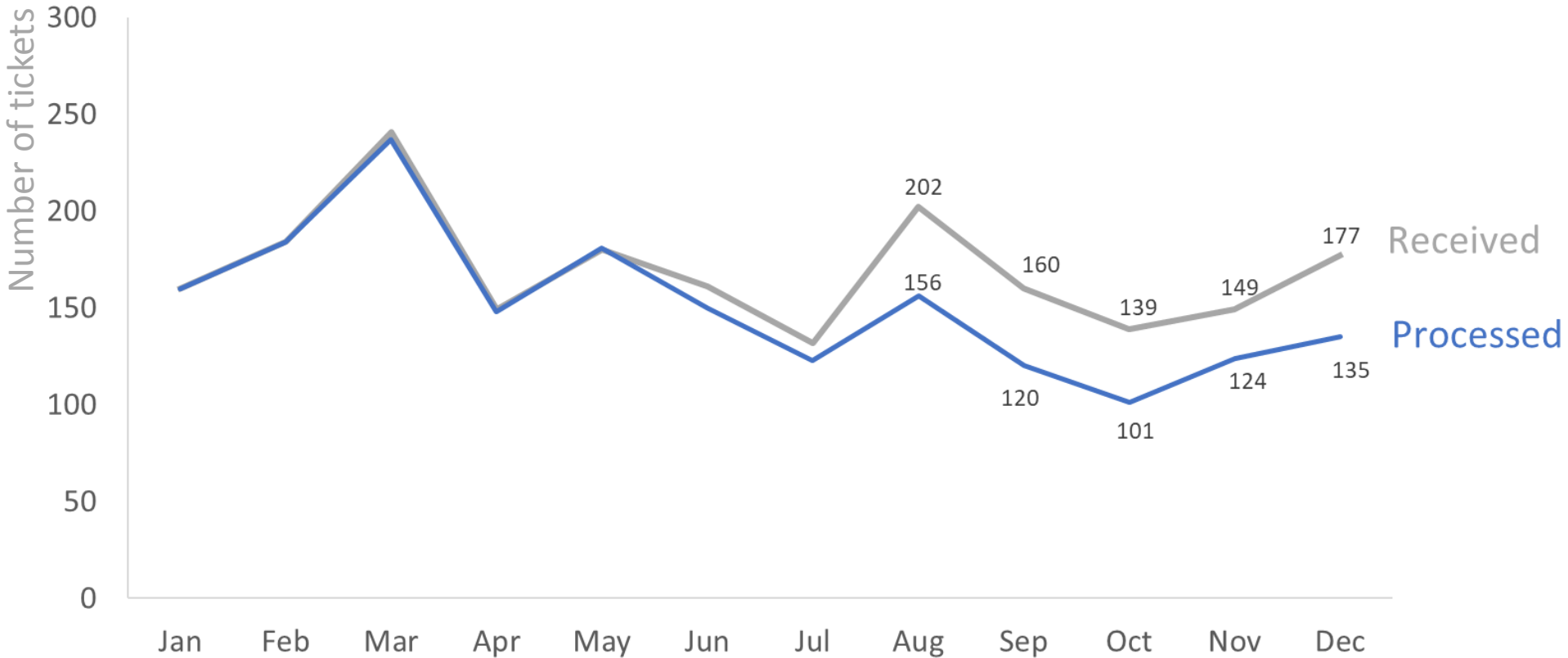
Our eyes play tricks

9104163545489423146846842134
8486231314862168461131367489
4261613248549871231649876516
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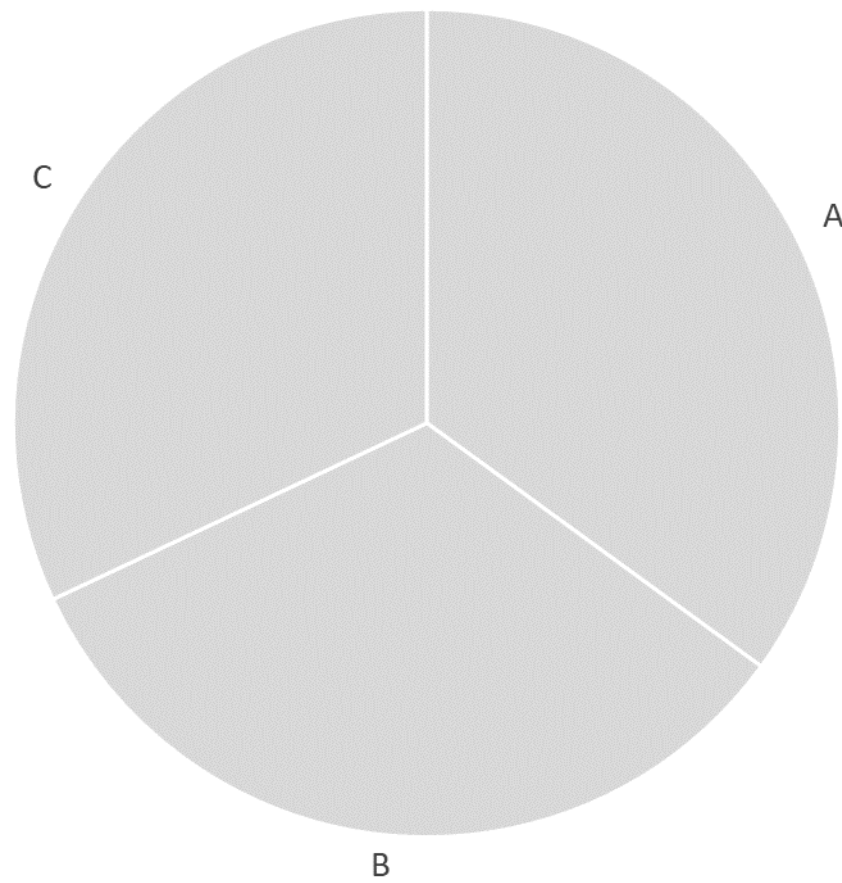
9104163**5**4**5**489423146846842134
8486231314862168461131367489
4261613248**5**49871231649876**5**16
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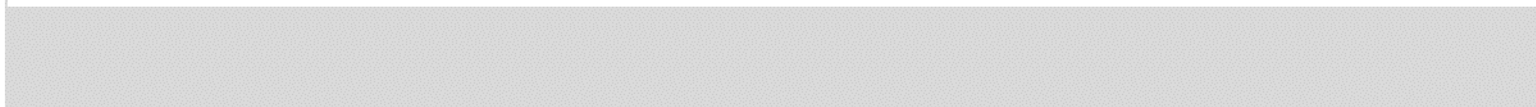
Ticket Trend



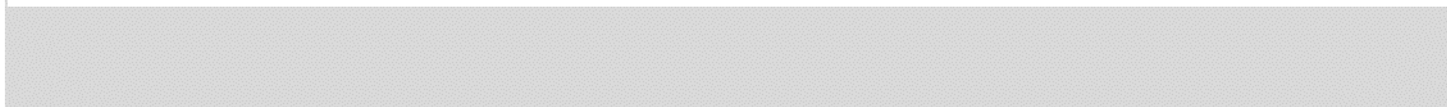
White – Grey – Colour



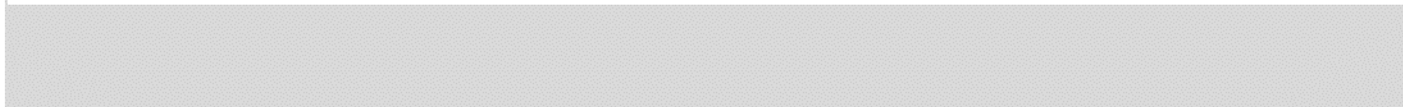
A



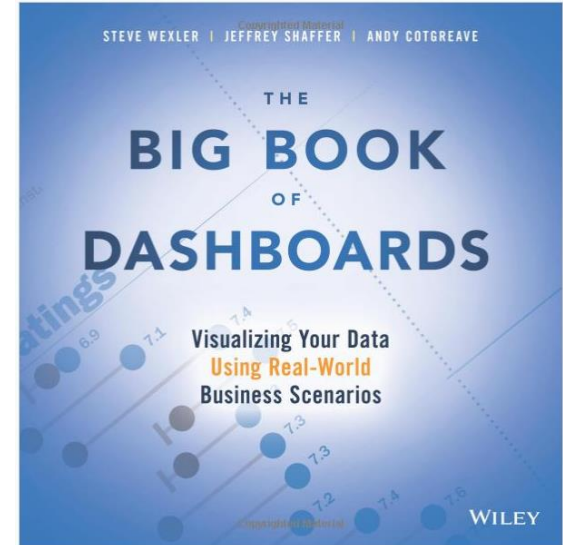
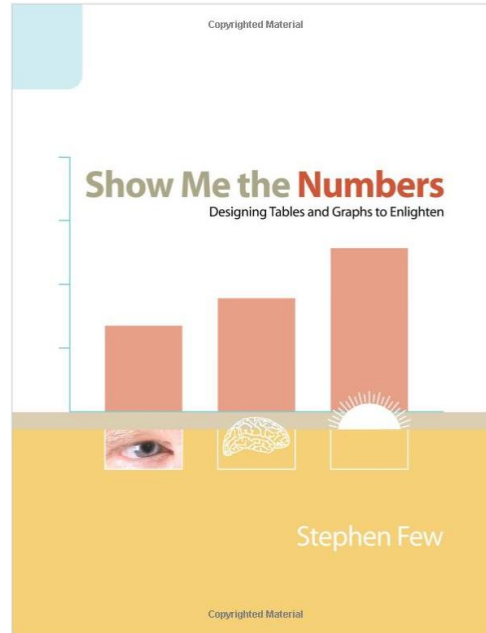
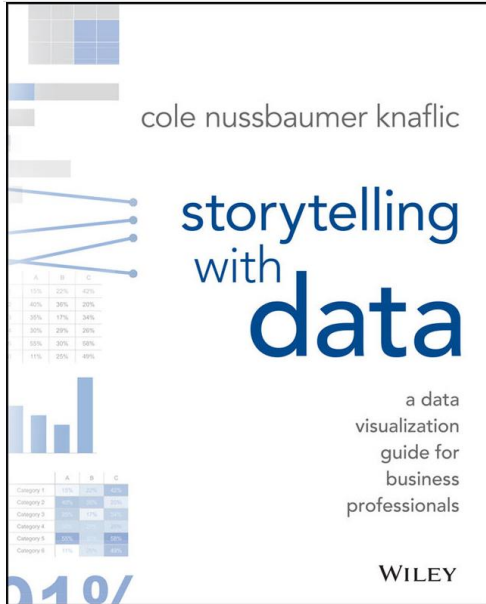
B



C



Learn more about data viz





MakeoverMonday



@iamdavidwakelin